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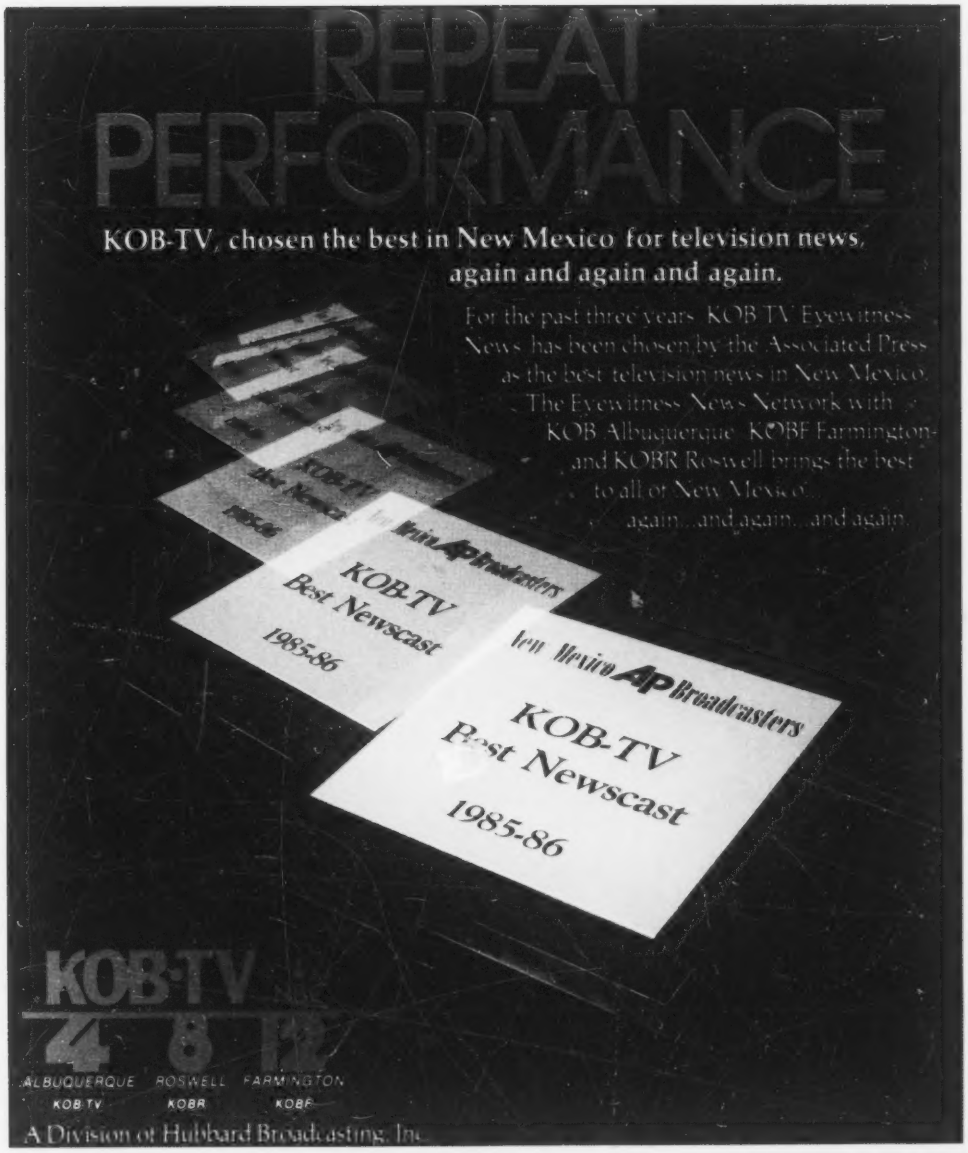
12/30/86

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 29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1986

Vol. 111 No. 26

Broadcasting Dec 29

FCC stays its must-carry order
A look back at 1986
A look ahead to INTV

STAY GRANTED □ FCC votes 4-1 to stay must-carry proposal. **PAGE 27.**

DEREG DAY □ Rate deregulation for cable operators begins today (Dec. 29). **PAGE 28.**

SCATTER TALK □ Agencies and network salesmen agree that current scatter market is strong, but disagree on whether that strength will last. **PAGE 29.**

SWEEPING RESULTS □ Market-by-market breakdown of NBC's November sweeps victory. **PAGE 30.**

STUDIO TALK □ Broadcasters, in comments at FCC, favor dropping main studio rule. **PAGE 32.**

PRE-INTV 1987 □ Independent broadcasters gear up for 14th annual convention, to be held next week in Los Angeles. MPAA's Jack Valenti to keynote convention, with a host of panels on technical, regulatory and legislative issues. **PAGE 36.** The agenda appears on **PAGE 40.** A complete listing of exhibitors showing product in the screening suites appears on **PAGE 41.**

1986 YEAREND REVIEW □ The three broadcast networks underwent fundamental changes in 1986, as new ownership and management brought a leaner way of doing business. NBC won its first prime time ratings race in history. Cable received a number of victories at the hands of the courts in 1986, including favorable rulings on cable copyright fees, must carry and the First Amendment. The must-carry situation, and its side effects, dominated much of the year—the broadcast-cable compromise, the FCC's version of new must-carry rules and, finally, a grant of a stay on those proposed rules.

BROADCASTING chronicles the highlights of the year in the Fifth Estate, beginning on **PAGE 47.**

SUMMER SLUMP □ Radio ratings advisory group asks Arbitron to study drop in listening levels in summer report that coincided with new methods of survey. **PAGE 56.**

OBSCENITY RESPONSE □ Infinity Broadcasting responds to allegations that broadcasts were "obscene or indecent." **PAGE 57.**

HIGHER APPEAL □ Alabama television station to ask Supreme Court to review "neutral reportage" case. **PAGE 57.**

GOVERNMENT EYE □ Comsat-Contel merger seen as giving government a chance to restructure Comsat's relationship with Intelsat. **PAGE 59.**

GOING PUBLIC □ Outlet Communications files for public offering with Securities and Exchange Commission. **PAGE 60.**

PBS PROGRAMING □ Public Broadcasting Service unveils its winter programing lineup. **PAGE 62.**

MODEST PROPOSAL □ Hollywood producers propose ending network creative controls in exchange for reductions in programing costs. **PAGE 63.**

ABSENCE MAKES HEART... □ NBC pulls *Family Ties* from morning lineup in order to keep sitcom fresh for syndication; replaces it with new game show. **PAGE 63.**

FROM THE WHITE HOUSE □ ABC White House reporter Sam Donaldson has made his voice heard and presence felt in that beat. **PAGE 79.**

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $90. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

Grant heading for hearings

The fate of Grant Broadcasting System is mostly in the hands of Philadelphia lawyers, who are preparing for at least two hearing dates in the next few weeks. Behind the proceedings of the federal bankruptcy court (BROADCASTING, Dec. 15), however, a different resolution to the three-station broadcaster's problems was said, by at least one of those involved, to be in the works. MCA, one of the creditors, was said to be discussing with GBS principals the possibility of taking over at least two of the TV stations.

Asked about the report, MCA president and chief operating officer, Sidney Jay Sheinberg, said: "I have no comment on that. The people who are participating on our matter are probably involved more with Christmas than with that.... I don't think you will be hearing anything soon." Sheinberg's 'no comment' was echoed by a succession of lawyers and others related to the proceedings.

A hearing date has been set for tomorrow (Dec. 30), at which time at least one syndicator is expected to ask the judge to rule that unless syndicators are paid in advance, they can refuse to deliver future programing to WBFS-TV Miami, WGBO-TV Chicago and WGBS-TV Philadelphia.

Other questions that may be resolved soon include whether a request for change of venue from Philadelphia to Los Angeles will be granted, and whether any creditors will attempt to have Milton Grant removed as president of the stations in favor of a court-appointed trustee.

ventory had to be used to make good on ratings underdelivery, especially in daytime and children's television: "I wouldn't start saying 'Gee, it's the rebirth of network television.' The first 80% was sold at very little."

More optimistic was Robert Blackmore, NBC Television, senior vice president, sales, who said that some of the influences that previously subtracted from network revenue would no longer be as strong: "To establish the barter market took a major hunk of money. That is not going to happen again because they don't have that much new to offer... now the most you have to look from them is about a 10%-to-20% increase."

None of those commenting seemed to have a firm idea of how much new money was helping the price increases. Said one agency executive: "That still remains to be seen. One factor I cannot understand is why anyone who bought upfront [at depressed prices] would set money aside to buy scatter. I think some of the current money came from new products, but I have no real idea."

More than one executive mentioned strong buying by automotive companies. Said Tom Winner, senior vice president, director of broadcast operations, William Esty: "It does seem that there are a lot of clients whose budgets are up compared to this time last year... I won't cite anyone specifically, but the categories include financial services and automotive... there must be a whole bunch of money." ABC-TV's Goldsmith said: "I see new money come up in certain areas... I have seen the wine coolers spend more and I have seen more airline business in prime than ever before... In the daytime area packaged goods are maintaining [and], if anything, increasing."

The current demand for network spots at least seemed to guarantee strength in the second-and-third-quarter scatter markets, especially since more than a few advertisers have decided to place multiquarter buys. Said Richard Kostyra, executive vice president, director of media services, J. Walter Thompson: "We did it [make a multiquarter buy] with one advertiser on the basis that the marketplace was quickening. It looked like it was strengthening not only for the quarter but for the rest of the year." Said Esty's Winner: "It is probably wise and we have taken advantage of the opportunity to buy long-term. In a market like this, it is not unusual for somebody to get shut out."

One barometer of marketplace strength is daytime, since the success of that daypart is somewhat contingent on the strength of prime time. Currently it continues to be weaker than the networks desire, and is most strongly hurt by the use of 15-second spots. The Television Bureau of Advertising said that for the first nine months of 1986, more than 60% of all 15-second commercials appeared on daytime television. Said NBC's Blackmore: "A lot of products in daytime are concerned with repetitive sell, and if it is true that two 15's are 30% more effective than a 30 at the same price they will be used... Still daytime C-P-M's are up about 15% over upfront." The networks had cut daytime upfront pricing below the previous year's level.

There may be no clear near-term indicators for how the networks will do in 1987. What might otherwise be the next test of the advertising climate, the upfront market six months off, will be complicated by the use of different ratings data—people meter and diary—in negotiations. □

Arbitron finds sweep viewing less than year ago

NBC, ABC and CBS post viewing declines of 2%, 5% and 6%, respectively, in early tabulations

Preliminary analysis of Arbitron November sweep figures for the 213 Arbitron markets shows average prime time viewing of all three TV networks' affiliates down compared to November 1985. The analysis, prepared by NBC, showed viewing of NBC affiliates to be off an average 2%, while viewing of ABC stations dropped 5% and that of CBS stations was down 6%.

At deadline, a number of major Nielsen local sweep books were still not available, including four markets in the top 20 (Los Angeles, Chicago, San Francisco, and Sacramento-Stockton, Calif.), so any analysis there is subject to updating in the next week or two. But according to NBC's analysis of 172 Nielsen markets, viewing of NBC stations in prime time was up 1%, while viewing was down 4% on CBS stations and down 5% on ABC affiliates. If that trend holds, the three-network household delivery figure for both the Nielsen and Arbitron sweeps would be down from November 1985 to 1986.

In Arbitron's total of 213 markets, NBC dominated with 105 victories, three ties with CBS and four ties with ABC. CBS stations won in 67 markets, tied ABC twice and NBC three times. ABC stations won in 32 markets.

According to NBC's analysis of 123 Nielsen markets, NBC stations won or tied for first in 72 markets, while CBS did the same in 44 and ABC in 12.

In the top 20 Arbitron markets, NBC affiliates won the prime time race in 12 markets, a net gain of one over November 1985. ABC stations won in five, a net loss of one, and CBS won three markets, the same as in the November 1985 sweeps. Also in the top 20, NBC had three second-place finishes, a net loss of three from November 1985, while ABC had a net gain of four second-place finishes, pushing it to 10 markets. CBS came in second eight times a year ago and seven times in November 1986. NBC had five third-place finishes, two more than in November 1985, while ABC had one fewer this time around with five. CBS had 10 third places in both '85 and '86.

In NBC's analysis of the 16 available top 20 markets, it had 10 first-place finishes in November, four second-place finishes and two third-place finishes, the same as a year earlier. According to the same analysis, CBS four first-place finishes in the same 16 markets, a net gain of one from November 1985, and five second-place finishes, a net loss of two markets. The network placed third in seven markets, two more than in November of 1985. The NBC rundown credited ABC with two wins in those markets, a net loss of two from a year earlier. In the same count, ABC had seven second-place finishes, a net gain of two, and seven third-place finishes, same as a year earlier.

No market-by-market demographic data was available at deadline. But according to Nielsen national data for Nov. 10 to Nov. 23, NBC was strongest in the key women demographics, 18-34, 18-49 and 25-54. ABC was a solid second in those and CBS was third. In

the key men's categories for that period, ABC was first with men, 18-34, 18-49 and 25-54, NBC second and CBS third.

The following chart is a market-by-market breakout of affiliate household delivery in prime time compiled by BROADCASTING from Arbitron market-by-market reports, which were mailed out last week. Total survey area television households are in the thousands (add 000) per average quarter-hour (8-11 p.m. Monday-Saturday; 7-11 p.m. Sunday, NYT). Boldface numbers indicate the market winner. A dash (—) indicates no primary or secondary affiliation in the market. In some markets where there are fewer than three network affiliates, figures for all three networks may appear because of secondary affiliations. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

ADI (rank)	1986 TSA households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (157)	16	22	**24**
Albany, Ga. (153)	5	—	**64**
Albany-Schenectady-Troy, N.Y. (51)	67	88	**91**
Albuquerque, N.M. (65)	**73**	42	69
Alexandria, La. (161)	6	—	**41**
Alexandria, Minn. (183)	—	**34**	—
Alpena, Mich. (212)	—	**6**	—
Amarillo, Tex. (117)	**38**	25	30
Ardmore-Ada, Okla. (174)	18	**19**	17
Atlanta (12)	181	205	**207**
Augusta, Ga. (99)	**46**	42	29
Austin, Tex. (72)	47	**55**	42
Bakersfield, Calif. (148)	22	24	**27**
Baltimore (21)	160	150	**185**
Bangor, Me. (154)	14	**25**	24
Baton Rouge (91)	**68**	57	42
Beaumont-Port Arthur, Tex. (122)	32	40	**43**
Bend, Ore. (208)	—	4	**5**
Billings-Hardin, Mont. (163)	15	**18**	12
Biloxi-Gulfport-Pascagoula, Miss. (179)	**39**	—	—
Binghamton, N.Y. (132)	15	**42**	23
Birmingham (Anniston), Ala. (43)	116	51	**128**
Bluefield-Beckley-Oak Hill, W.Va. (143)	25	—	**34**
Boise, Idaho (138)	23	23	**32**
Boston (6)	286	270	**357**
Bowling Green, Ky. (197)	**21**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	20	41	**72**
Buffalo, N.Y. (36)	104	99	**115**
Burlington, Vt.-Plattsburgh, N.Y. (93)	12	**47**	42
Butte, Mont. (188)	9	**12**	7
Casper-Riverton, Wyo. (184)	7	7	**14**
Cedar Rapids-Waterloo-Dubuque, Iowa (75)	50	49	**63**
Charleston, S.C. (109)	36	**45**	44
Charleston-Huntington, W.Va. (47)	68	69	**120**
Charlotte, N.C. (32)	98	**132**	61
Charlottesville, Va. (196)	—	—	**6**
Chattanooga (80)	51	48	**66**
Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	12	**15**
Chicago (3)	**553**	371	501
Chico-Redding, Calif. (141)	**28**	24	7
Cincinnati (28)	101	118	**137**
Clarksburg-Weston, W.Va. (166)	—	**27**	23
Cleveland (11)	247	196	**266**
Colorado Springs-Pueblo (100)	**42**	37	41
Columbia, S.C. (88)	29	35	**82**
Columbia-Jefferson City, Mo. (142)	16	**29**	28
Columbus, Ga. (121)	**44**	40	21
Columbus, Ohio (34)	99	124	**130**
Columbus-Tupelo, Miss. (135)	11	28	**57**
Corpus Christi, Tex. (119)	**32**	26	30
Dallas-Fort Worth (8)	245	**258**	244
Davenport, Iowa-Rock Island-Moline, Ill. (74)	50	48	**66**
Dayton, Ohio (48)	64	**97**	72
Denver (19)	171	139	**180**
Des Moines (66)	49	66	**67**
Detroit (7)	271	255	**338**
Dothan, Ala. (160)	9	**37**	—
Duluth, Minn.-Superior, Wis. (120)	28	**31**	30
El Centro, Calif.-Yuma, Ariz. (182)	—	4	**8**
El Paso (105)	36	30	**44**
Elmira, N.Y. (165)	11	—	**14**
Erie, Pa. (137)	22	23	**38**
Eugene, Ore. (133)	29	**34**	17
Eureka, Calif. (187)	—	7	**8**
Evansville, Ind. (90)	**44**	35	41
Fargo, N.D. (104)	32	32	**35**
Farmington, N.M. (201)	—	—	**8**
Flagstaff, Ariz. (206)	—	—	**7**
Flint-Saginaw-Bay City, Mich. (56)	78	41	**89**
Florence, S.C. (144)	24	**51**	—
Fort Myers-Naples, Fla. (101)	22	**43**	40
Fort Smith, Ark. (147)	18	**33**	15
Fort Wayne, Ind. (97)	**38**	37	37
Fresno-Visalia, Calif. (63)	50	54	**56**
Gainesville, Fla. (169)	**20**	—	—
Glendive, Mont. (213)	—	**2**	1
Grand Junction-Durango, Colo. (175)	8	**15**	11
Grand Rapids-Kalamazoo, Mich. (40)	85	74	**99**
Great Falls, Mont. (178)	**12**	11	4
Green Bay-Appleton, Wis. (68)	**64**	54	**64**
Greensboro-Winston Salem-High Point, N.C. (50)	84	**96**	86
Greenville-New Bern-Washington, N.C. (96)	28	40	**59**
Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	85	95	**133**
Greenwood-Greenville, Miss. (168)	**27**	11	—
Hagerstown, Md. (194)	—	—	**15**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	61	72	**115**
Harrisonburg, Va. (200)	**19**	—	—
Hartford-New Haven, Conn. (23)	121	**155**	97
Helena, Mont. (210)	—	—	**5**
Houston (10)	**253**	192	230
Huntsville-Decatur-Florence, Ala. (89)	40	42	**44**
Idaho Falls-Pocatello (159)	12	16	**17**
Indianapolis (24)	116	130	**146**
Jackson, Miss. (85)	30	57	**63**
Jackson, Tenn. (191)	**25**	—	—
Jacksonville, Fla. (57)	48	**79**	49
Johnstown-Altoona, Pa. (86)	—	51	**80**
Jonesboro, Ark. (176)	**24**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	26	35	**39**
Kansas City, Mo. (29)	116	31	**140**
Knoxville, Tenn. (61)	63	**88**	47
La Crosse-Eau Claire, Wis. (136)	20	28	**37**
Lafayette, Ind. (192)	—	**11**	—
Lafayette, La. (112)	44	**56**	—
Lake Charles, La. (172)	—	—	**40**
Lansing, Mich. (102)	—	**50**	44
Laredo, Tex. (199)	**4**	3	**4**
Las Vegas (94)	31	35	**43**
Laurel-Hattiesburg, Miss. (162)	—	—	**33**
Lexington, Ky. (73)	43	**61**	56
Lima, Ohio (195)	—	—	**16**
Lincoln-Hastings-Kearney, Neb. (92)	26	**48**	16
Little Rock, Ark. (53)	72	69	**79**
Los Angeles (2)	579	525	**654**
Louisville, Ky. (49)	57	91	**105**
Lubbock, Tex. (150)	16	24	**25**
Macon, Ga. (131)	17	**40**	21
Madison, Wis. (107)	30	**38**	36
Mankato, Minn. (209)	—	**15**	—
Marquette, Mich. (185)	—	**19**	—
McAllen-Brownsville, Tex. (116)	**30**	26	20
Medford, Ore. (155)	13	18	**32**
Memphis (39)	81	113	**125**
Meridian, Miss. (177)	**24**	9	7
Miami (14)	**193**	**193**	192
Milwaukee (30)	104	104	**138**
Minneapolis-St. Paul (15)	161	**185**	159
Minot-Bismarck-Dickinson, N.D. (146)	8	24	**38**
Missoula-Butte, Mont. (173)	**17**	13	**17**
Mobile, Ala.-Pensacola, Fla. (55)	61	**89**	85
Monroe, La.-El Dorado, Ark. (115)	13	**57**	27
Montgomery-Selma, Ala. (108)	18	28	**68**
Nashville (31)	92	124	**135**
New Orleans (33)	97	122	**124**

ADI (rank)	1986 TSA households (000) ABC	CBS	NBC
New York (1)	971	943	**1,096**
Norfolk-Portsmouth-Newport News, Va. (46)	75	85	**91**
North Platte, Neb. (211)	—	—	**8**
Odessa-Midland, Tex. (140)	26	**28**	22
Oklahoma City (37)	81	**105**	103
Omaha (69)	**62**	57	**62**
Orlando-Daytona Beach-Melbourne, Fla. (27)	126	114	**145**
Ottumwa, Iowa-Kirksville, Mo. (204)	**18**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (77)	32	**70**	65
Palm Springs, Calif. (181)	7	—	**9**
Panama City, Fla. (171)	18	—	**26**
Parkersburg, W.Va. (198)	—	—	**10**
Peoria, Ill. (103)	42	35	**48**
Philadelphia (4)	**446**	394	444
Phoenix (22)	128	140	**145**
Pittsburgh (13)	**248**	220	195
Portland, Ore. (26)	99	**121**	119
Portland-Poland Spring, Me. (79)	46	41	**55**
Presque Isle, Me. (205)	—	**7**	—
Providence, R.I.-New Bedford, Mass. (42)	88	81	**112**
Quincy, Ill.-Hannibal, Mo. (151)	—	**28**	**28**
Raleigh-Durham, N.C. (35)	91	**103**	46
Rapid City, S.D. (167)	**21**	—	16
Reno (124)	**26**	23	24
Richmond, Va. (60)	64	**77**	64
Roanoke-Lynchburg, Va. (71)	42	**69**	62
Rochester-Austin, Minn.-Mason City, Iowa (149)	24	18	**25**
Rochester, N.Y. (70)	53	53	**58**
Rockford, Ill. (114)	32	31	**34**
Roswell, N.M. (180)	—	**13**	—
Sacramento-Stockton, Calif. (20)	124	132	**167**
St. Joseph, Mo. (189)	**17**	—	—
St. Louis (18)	147	171	**199**
Salinas-Monterey-San Jose, Calif. (111)	**49**	23	40
Salisbury, Md. (164)	11	**19**	14
Salt Lake City (41)	96	90	**100**
San Angelo, Tex. (190)	—	**12**	—
San Antonio, Tex. (44)	82	**98**	86
San Diego (25)	93	**113**	94
San Francisco (5)	272	**288**	282
Santa Barbara-Santa Maria, Calif. (113)	24	**25**	18
Sarasota, Fla. (156)	**21**	—	—
Savannah, Ga. (110)	23	**43**	38
Seattle-Bellingham-Tacoma (16)	155	137	**182**
Shreveport, La.-Texarkana, Tex. (62)	**81**	76	71
Sioux City, Iowa (123)	28	14	**37**
Sioux Falls-Mitchell, S.D. (98)	38	**58**	27
South Bend-Elkhart, Ind. (84)	37	47	**63**
Spokane, Wash. (78)	45	49	**56**
Springfield, Mass. (106)	35	—	**48**
Springfield, Mo. (83)	20	51	**63**
Springfield-Decatur-Champaign, Ill. (76)	49	54	**67**
Syracuse, N.Y. (67)	52	**76**	**76**
Tallahassee, Fla.-Thomasville, Ga. (129)	12	**48**	7
Tampa-St.Petersburg (17)	168	189	**197**
Terre Haute, Ind. (127)	10	33	**41**
Toledo, Ohio (64)	56	74	**90**
Topeka, Kan. (144)	13	**26**	24
Traverse City-Cadillac, Mich. (139)	17	**43**	35
Tucson, Ariz. (81)	47	38	**49**
Tulsa, Okla. (52)	**84**	**84**	75
Tuscaloosa, Ala. (186)	—	**10**	—
Twin Falls, Idaho (203)	—	**9**	2
Tyler-Longview, Tex. (125)	**46**	11	40
Utica, N.Y. (158)	17	—	**29**
Victoria, Tex. (207)	6	—	**7**
Waco-Temple, Tex. (95)	18	**56**	39
Washington (9)	233	231	**242**
Watertown-Carthage, N.Y. (170)	—	**19**	—
Wausau-Rhinelander, Wis. (130)	34	**36**	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	53	29	**85**
Wheeling, W.Va.-Steubenville, Ohio (134)	—	38	**45**
Wichita-Hutchinson, Kan. (58)	58	**74**	69
Wichita Falls, Tex.-Lawton, Okla. (126)	23	**25**	**25**
Wilkes Barre-Scranton, Pa. (59)	89	62	**92**
Wilmington, N.C. (152)	26	8	**65**
Yakima, Wash. (128)	20	**29**	22
Youngstown, Ohio (87)	45	48	**54**
Zanesville, Ohio (202)	—	—	**11**

Broadcasters favor dropping main studio rule

Comments on FCC plan are mostly positive; move said to promote licensee flexibility in service

The FCC's proposal to modify or eliminate rules that require the location of a broadcast station's main studio within its community of license and mandate that a majority of the station's nonnetwork programing originate from within the community of license (BROADCASTING, Oct. 20) has elicited an enthusiastic response from broadcasters.

In comments at the FCC, the consensus clearly supports the agency's proposal to scrap the program-origination requirement altogether. The FCC had proposed to either eliminate the main studio rule or permit location of a main studio out to the Grade B or city grade contour. Those alternatives also generally received rave reviews.

NBC urged elimination of the requirements. "While the main studio and program origination rules may have filled a useful purpose at their inception, both American life and broadcast technology have evolved since that time in such a way as to diminish their usefulness," NBC said.

The National Telecommunications and Information Administration said broadcasters should be given as much flexibility as possible to serve the needs of their service areas. "As long as a broadcaster provides convenient access to its public file and a responsive comment mechanism, the goal of localism can be served regardless of the location of the station's main studio or how much of its programing is originated there," NTIA said.

The National Association of Broadcasters said the rules should be eliminated, but that steps should be taken to insure that the public has access to a station licensed to its community. "NAB suggests that a broadcaster who chooses to locate its studio outside its community of license maintain a local or toll-free phone number for residents of that community," NAB said. "Also, the public file should be maintained in a place which is reasonably accessible to residents of the community of license."

Said CBS: "CBS believes a policy statement requiring broadcasters to maintain an office 'readily available' to their communities of license would suffice to insure adequate physical contact between broadcasters and their communities."

The Association of Independent Television Stations recommended elimination of the program orgination rule and modification of the main studio rule for TV's "to require only that each licensee use good-faith, reasonable judgment in determining what type of program production and/or office facilities are necessary to serve the community itself."

The Arizona Justice Committee, the group of radio licensees whose petition started the rulemaking ball rolling, suggested a modification of the main studio rule to permit radio licensees to locate main studios "anywhere within the station's service area—the 1 millivolt per meter contour for FM stations and the 0.5 mv/m groundwave contour for AM stations. AJC also supports revising licensees' local presence obligations solely to maintaining a studio in the service area and insuring that residents of the community of license can contact that studio by means of the equivalent of a local telephone call."

Finley Broadcasting, licensee of KREO(FM) Healdsburg and KSRO(AM) Santa Rosa, both California, estimated it could save $5,000 per month if it could consolidate its operations, which are now 16 miles apart. "Permitting the use of a common studio by co-owned AM and FM stations serving the same market but licensed to different communities will contribute to a more efficient service to the public," Finley said. "The requirement that the licensee maintain a toll-free number to the studio from either community will avoid imposing a cost on the

NBC continues winning ways

NBC won the prime time race for the week ending Dec. 21, making it 13 weeks out of 13 in the 86-87 season. The week was laden with holiday entertainment specials, 11 in all, and NBC had all five that landed among the top-30 ranked programs. The prime time score: NBC, 17.3/28; CBS, 15.6/25, and ABC, 14.6/23. A year ago: NBC came out on top with a 16.6/27, edging CBS (16.4/26) and ABC (14.8/24).

NBC won three nights—Wednesday, Thursday and Saturday—while CBS won Friday and Sunday and ABC won Monday and Tuesday.

In the evening news race, where NBC and CBS have been taking turns on top in recent weeks, NBC won with an average 12.2/22, followed by CBS, 11.7/21, and ABC, 10.8/20. A year ago, the news race score: CBS, 13.6/24, NBC, 11.9/21, and ABC, 11.4/20. Hut levels for the week averaged 62.4%, compared to 61.7% last year.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.1/54
2.	Family Ties	NBC	25.1/40
3.	Cheers	NBC	23.4/43
4.	Night Court	NBC	17.7/32
5.	Moonlighting	ABC	16.1/30
6.	60 Minutes	CBS	24.1/39
7.	Growing Pains	ABC	24.1/36
8.	Golden Girls	NBC	17.5/41
9.	Who's the Boss?	ABC	22.8/35
10.	NFL Monday Night Football	ABC	21.3/36
11.	Murder, She Wrote	CBS	21.6/32
12.	Dallas	CBS	21.2/34
13.	Newhart	CBS	20.5/33
14.	Bob Hope Special	NBC	20.4/31
15.	The Christmas Gift	CBS	20.2/33
16.	Magnum, P.I.	CBS	19.7/30
17.	Amen	NBC	19.6/35
18.	NFL Football	CBS	19.1/34
19.	Falcon Crest	CBS	19.1/32
20.	Highway to Heaven	NBC	18.1/30
21.	L.A. Law	NBC	18.0/31

Rank	Show	Network	Rating/Share
22.	Kate & Allie	CBS	18.1/27
23.	Cavanaughs	CBS	17.9/30
24.	Year in the Life, pt. 2	NBC	17.1/27
25.	Mickey's Christmas Carol	NBC	17.1/31
26.	Year in the Life, pt. 3	NBC	17.0/27
27.	Kraks Loraine	CBS	16.9/28
28.	My Sister Sam	CBS	16.8/28
29.	Dynasty	ABC	16.7/25
30.	Year in the Life, pt. 1	NBC	16.6/27
31.	Seahawk & Mrs. King	CBS	16.2/27
32.	Grinch Who Stole Christmas	CBS	16.2/30
33.	Perfect Strangers	ABC	15.7/25
34.	Heart of the Clan	ABC	15.7/24
35.	Equalizer	CBS	15.4/26
36.	Matlock	NBC	15.4/25
37.	Sidney & Lacey	CBS	15.3/26
38.	Hotel	ABC	15.3/24
39.	Night Before Christmas	CBS	15.3/25
40.	Christmas Show	NBC	15.2/27
41.	Football, L.A. Rams/San Fran.	ABC	15.1/26
42.	Jack & Mike	ABC	14.2/24

Rank	Show	Network	Rating/Share
43.	Spenser's For Hire	ABC	14.2/30
44.	Christmas in Washington	NBC	14.1/25
45.	Army Green Berets/Iranian	NBC	13.7/22
46.	Mac Gyver	ABC	13.7/21
47.	Hotel in Bayeux	NBC	13.4/22
48.	Wil Clark	ABC	12.5/23
49.	Izzy & Moe	CBS	12.3/21
50.	20/20	ABC	11.9/21
51.	Simon & Simon	CBS	11.5/18
52.	Amen	NBC	11.0/18
53.	The Wizard	CBS	10.9/17
54.	Chips	ABC	10.0/17
55.	Hitchcock	ABC	10.0/19
56.	Disney Sunday Movie	ABC	9.5/17
57.	Spike Hammer	ABC	9.0/18
58.	Downtown	CBS	8.8/15
59.	Detention Women	CBS	8.0/16
60.	Pallets Sons	CBS	7.5/14
61.	A Good Sport	CBS	6.9/16
62.	Heart of the City	ABC	6.9/16
63.	Our World	ABC	4.0/7

American countries, to be produced by the Australian Broadcasting Commission. The hour-long programs will show viewers sights that include the carnival in Rio de Janeiro, the ruins of the Incan Empire and the jungles of the Amazon. □

Producers proposing end to network creative controls

Hollywood producers, who have long pushed for the networks to loosen their grip over the creative elements of programs, hope to have an offer ready by June that ABC, NBC and CBS will find hard to resist. The Caucus for Producers, Writers and Directors has formed a special committee to demonstrate to the cost-conscious networks that less creative controls would mean substantial savings on license fees. "It is the first time we have tied fewer creative controls to cost," said Charles Fries, chairman, president and chief executive officer of Fries Entertainment, who was named a member of the five-member committee.

When producers have approached the networks in the past, they have lamented the deficits brought by network controls over casting, directors and scripts. The talent, aware of the network interest, "asks for the highest possible fee," Fries said. Programing executives, however, have been reluctant to go along with the requests for fewer controls because they were fearful program quality would suffer.

But next time producers approach network brass, they will emphasize that license fees could diminish by as much as 5% if controls are lifted. The caucus committee, which has been working with production companies to devise a strategy, will be charged with devising specific examples of how less controls would enhance quality. Larry White, a producer who serves as co-chairman of the committee, said he would wait until a final draft of the proposal is completed before revealing details. Production firms, he said, are already walking a fine line with the networks over such matters as the financial interest and syndication rules and in-house production.

Officials at NBC and CBS declined to comment on the proposal until they see it. At ABC, however, a spokesman said when it comes to dramatic development the network has already "relinquished a lot of that control. We are trying to work in partnership with the creative community." ABC Entertainment president Brandon Stoddard and Chad Hoffman, vice president of dramatic series development, have re-defined their philosophy about dealing with producers to help pull the struggling network out of third-place, according to the spokesman. Fries agreed ABC "has been more cooperative," but he said there is room for improvement. □

NBC replaces morning 'Family Ties'; adds game show

Network wants to keep sitcom fresh for 1987 syndication debut

NBC will introduce a new game show, *Blockbusters*, to its daytime schedule Jan. 5. It will appear at 10:30 a.m. EST, replacing *Sale of the Century*, which will move to the 10 a.m. slot now occupied by *Ties*, said Jake Tauber, vice president of game programs for NBC. The latest entry into the game show fold, hosted by Bill Rafferty, is from Mark Goodson Television Productions.

Network officials have previously indicated they would remove *Family Ties* from the morning schedule in January to prevent the show from growing stale before it goes into

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	New TV's
WVFF	Virginia and Frederic Fruits; Opelika, Ala.
WRJM-TV	Shelley Broadcasting Co.; Troy, Ala.
KSLD	Sunland Communications Co.; Riverside, Calif.
WVFL-TV	Focus Broadcast Communications Inc.; Sebring, Fla.
WCCL	Crescent City Communications Inc.; Crescent City, La.
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WYGR	WMGF Stuart P. Noordyk, Wyoming, Mich.
KOMC	KLCO Orr & Earls Broadcasting Inc.; Branson, Mo.
KTOZ	KLSM Dixon Broadcasting Inc.; Springfield, Mo.
WSFL	WWMG Caravelle Broadcast Group of Coastal Carolina, Inc.; New Bern, N.C.
WCRV	WMSO Victory Communications Inc.; Collierville, Tenn.
KVOL	Dothot Broadcasting A Partnership; Big Lake, Tex.
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KQKS	KLMO-FM Western Cities Broadcasting Inc.; Longmont, Colo.
WCTQ	WRAV Hall Communications Inc.; Venice, Fla.
WBUK	WWRM Wegerly Broadcasting Corp.; Pinconning, Mich.
KTOZ-FM	KTOZ Ladco Communications Inc.; Marshfield, Mo.
KMCR	KOMC GMB Broadcasting Inc.; Montgomery City, Mo.
WGIC	WMGF Voyager Communications V Inc.; Shelby, N.C.
KBTS-FM	KIXS-FM Duffy Broadcasting Corp. of Central Texas, Killeen, Tex.
KSJL-FM	KSAQ Inner City Broadcasting Corp.; San Antonio, Tex.
WGH-FM	WRSR Susquehanna Broadcasting Co.; Newport News, Va.
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Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses